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Financials & valuations (INR b)

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Y/E June	FY25E	FY26E	FY27E
Sales	44.9	48.6	53.2
Sales Gr. (%)	6.8	8.3	9.3
EBITDA	11.1	12.2	13.5
Margin (%)	24.8	25.1	25.4
Adj. PAT	8.2	9.1	10.1
Adj. EPS (INR)	251.2	278.9	309.3
EPS Gr. (%)	14.0	11.0	10.9
BV/Sh.(INR)	289.0	344.9	406.8
Ratios			
RoE (%)	95.3	88.1	82.4
RoCE (%)	106.4	97.1	90.1
Valuations			
P/E (x)	55.3	49.8	44.9
P/BV (x)	48.1	40.3	34.1
EV/EBITDA (x)	39.8	36.1	32.5
Div. Yield (%)	1.4	1.6	1.8

Shareholding pattern (%)

As On	Dec-24	Sep-24	Dec-23		
Promoter	70.6	70.6	70.6		
DII	15.4	15.3	15.3		
FII	1.4	1.5	1.5		
Others	12.6	12.6	12.6		

FII includes depository receipts

P&G Hygiene and Healthcare

CMP: INR13,890 TP: INR15,500 (+12%) Neutral

In-line revenue; beat on margin

- P&G Hygiene and Healthcare (PGHH) delivered 10% YoY sales growth to INR12.5b (in-line) in 2QFY25 (FY ending June). The last three-year CAGR was 4% for the quarter and FY24 growth was 7.5%.
- Gross margin expanded 460bp YoY/190bp QoQ to 64.8% (est. 63%). Gross profit was up by 18% YoY. Ad spends were up by 25% YoY (12.7% of sales). EBITDA grew 20% YoY to INR3.7b (est. INR3.4b). EBITDA margin expanded 240bp YoY and 410bp QoQ to 29.7% (est. 27.8%).
- With a portfolio of essentials and healthcare, the company has remained focused on customer acquisition through product innovation. Penetration play will continue but at a steady pace, despite the high scope of user additions. The stock trades at a rich valuation of 55x/50x FY25E/ FY26E P/E. We reiterate our Neutral rating on the stock.

In-line revenue

- Healthy sales growth: PGHH reported 10% sales growth YoY to INR12.5b (est. INR12.4b) on a favorable base (flat in 3QFY24). Quarter revenue growth has always been volatile for the company.
- Strong margin performance: Gross margin expanded 460bp YoY and 190bp QoQ to 64.8% (est. 63%). Employee cost was up 21% YoY, A&P was up 25% YoY, and other expenses were up 11% YoY. EBITDA margin expanded 240bp YoY and 410bp QoQ to 29.7% (est. 27.8%).
- **Double-digit profitability growth**: EBITDA grew 20% YoY to INR3.7b (est. INR3.4b). PBT grew 18% YoY to INR3.6b (est. INR3.4b). Adj. PAT grew 17% YoY to INR2.7b. (est. INR2.6b)

Valuation and view

- We maintain our EPS estimates for FY25/FY26.
- Two factors make PGHH an attractive long-term core holding: 1) high growth potential for the feminine hygiene segment (65-68% mix of FY24 sales), coupled with the potential for market share gains, aided by strategic initiatives, including the fortification of significant market advantages; and 2) potential to sustain high operating margin from the long-term trend of premiumization in the feminine hygiene segment.
- With a portfolio of essentials and healthcare, PGHH has remained focused on customer acquisition through product innovation. Penetration play will continue but at a stable pace, despite the high scope of user additions. The stock trades at rich valuations of 55x/50x FY25E/ FY26E P/E. Further, we do not see any medium-term trigger. Reiterate Neutral with a TP of INR15,500, based on 50xDec'26E EPS.

Naveen Trivedi - Research Analyst (Naveen.Trivedi@motilaloswal.com

Standalone - Quarterly Earnings

(INR	m)
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Y/E June		FY2	24			FY2	5E		FY24	FY25E		Var.
	1Q	2Q	3Q	4Q	1Q	2Q	3QE	4QE	=		2QE	(%)
Net Sales	11,384	11,334	10,022	9,318	11,352	12,476	10,874	10,210	42,057	44,912	12,354	1.0%
YoY Change (%)	9.2	-0.3	13.5	9.7	-0.3	10.1	8.5	9.6	7.5	6.8	9.0	
Gross profit	6,932	6,825	6,644	5,514	7,139	8,085	7,068	6,137	25,915	28,429	7,783	3.9%
Margin (%)	60.9	60.2	66.3	59.2	62.9	64.8	65.0	60.1	61.6	63.3	63.0	
EBITDA	2,849	3,097	2,573	1,313	2,905	3,709	2,691	1,833	9,833	11,138	3,430	8.1%
Growth	33.1	6.6	72.4	-37.9	2.0	19.8	4.6	39.6	13.2	13.3	10.7	
Margins (%)	25.0	27.3	25.7	14.1	25.6	29.7	24.7	18.0	23.4	24.8	27.8	
Depreciation	143	143	145	134	117	99	145	186	565	547	135	
Interest	19	26	224	-1	19	66	40	30	268	155	29	
Other Income	158	156	136	73	85	97	140	156	523	479	150	
PBT	2,845	3,085	2,339	1,253	2,854	3,641	2,646	1,774	9,522	10,915	3,417	6.6%
PBT after EO expense	2,845	3,085	2,029	1,123	2,854	3,641	2,646	1,774	9,082	10,915	3,417	6.6%
Tax	738	796	796	345	735	955	635	425	2,674	2,751	854	
Rate (%)	25.9	25.8	39.2	30.7	25.7	26.2	24.0	24.0	29.4	25.2	25.0	
Adj PAT	2,107	2,289	1,854	908	2,119	2,686	2,011	1,349	7,159	8,164	2,562	4.8%
YoY Change (%)	36.4	10.1	72.5	-38.5	0.6	17.3	8.4	48.5	15.3	14.0	11.9	
Margins (%)	18.5	20.2	18.5	9.7	18.7	21.5	18.5	13.2	17.0	18.2	20.7	

E: MOFSL Estimates

Key Performance Indicators

Y/E June		FY2	24	F		
	1Q	2Q	3Q	4Q	1Q	2Q
2Y average growth (%)						
Sales	3.8	1.9	6.3	10.9	4.4	4.9
EBITDA	2.1	2.3	31.4	88.6	17.6	13.2
PAT	3.6	4.1	33.8	104.3	18.5	13.7
% of Sales						
COGS	39.1	39.8	33.7	40.8	37.1	35.2
Employee Expenses	5.6	4.8	6.0	7.2	5.3	5.3
A&P Expenses	13.5	11.2	13.4	16.5	15.2	12.7
Other Expenses	16.8	16.9	21.2	21.4	16.7	17.1
Depreciation	1.3	1.3	1.5	1.4	1.0	0.8
YoY change (%)						
COGS	3.2	-7.2	-12.0	5.7	-5.4	-2.6
Employee Expenses	24.3	-3.9	21.3	39.7	-5.0	21.0
A&P Expenses	-1.4	14.4	25.9	187.1	12.7	25.0
Other Expenses	0.3	-1.0	9.8	13.0	-0.6	11.4
Other Income	134.3	67.3	-5.9	-27.6	-46.1	-37.7
EBIT	35.3	7.0	80.2	-39.8	3.0	22.2

E: MOFSL estimates

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Key exhibits

Exhibit 1: Net sales up 10% YoY to INR12.5b

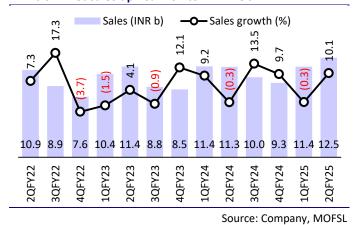
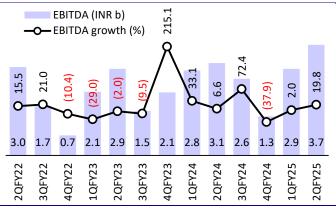


Exhibit 2: EBITDA rose 20% YoY to INR3.7b

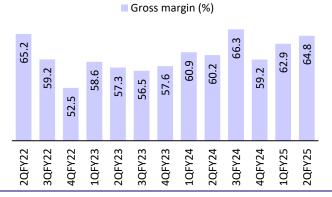


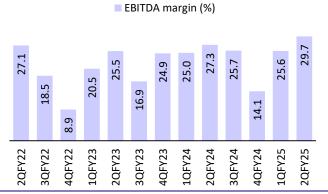
Source: Company, MOFSL

P&G Hygiene and Healthcare

Exhibit 3: Gross margin expanded 460bp YoY to 64.8%

Exhibit 4: EBITDA margin expanded 240bp YoY to 29.7%

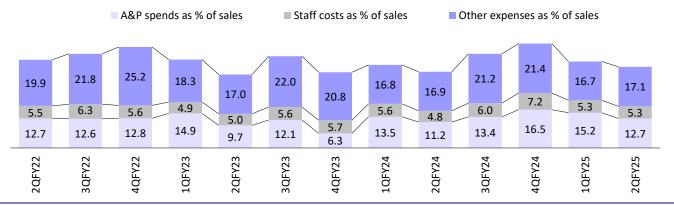




Source: Company, MOFSL

Source: Company, MOFSL

Exhibit 5: As a percentage of sales, ad spending rose 150bp, staff costs rose 50bp, and other expenses rose 20bp YoY



Source: Company, MOFSL

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Valuation and view

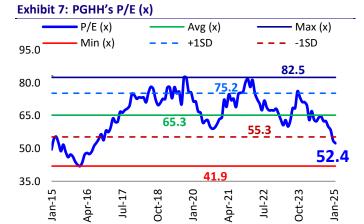
Our view on the stock

- We maintain our EPS estimates for FY25/FY26.
- Two factors make PGHH an attractive long-term core holding: 1) high growth potential for the feminine hygiene segment (65-68% mix of FY24 sales), coupled with the potential for market share gains, aided by strategic initiatives, including the fortification of significant market advantages; and 2) potential to sustain high operating margin from the long-term trend of premiumization in the feminine hygiene segment.
- With a portfolio of essentials and healthcare, PGHH has remained focused on customer acquisition through product innovation. Penetration play will continue but at a stable pace, despite the high scope of user additions. The stock trades at rich valuations of 55x/50x FY25E/ FY26E P/E. Further, we do not see any medium-term trigger. Reiterate Neutral with a TP of INR15,500, based on 50xDec'26E EPS.

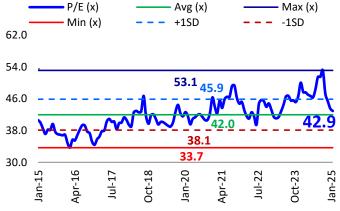
Exhibit 6: No change in our EPS estimates for FY25 and FY26

INR m	Ne	w	0	ıld	Change		
	FY25E	FY26E	FY25E	FY26E	FY25E	FY26E	
Net Sales	44,912	48,646	45,122	48,874	-0.5%	-0.5%	
EBITDA	11,138	12,210	11,055	12,218	0.8%	-0.1%	
Adjusted PAT	8,164	9,065	8,179	9,149	-0.2%	-0.9%	

Source: MOFSL







Source: Bloomberg, MOFSL Source: Bloomberg, MOFSL

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Financials and valuations

Y/E June	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27I
Total Income from Operations	29,469	30,020	35,741	37,998	39,123	42,057	44,912	48,646	53,187
Change (%)	20.0	1.9	19.1	6.3	3.0	7.5	6.8	8.3	9.3
Raw Materials	12,368	11,068	11,593	14,582	16,575	16,142	16,483	17,999	19,945
% of Sales	42.0	36.9	32.4	38.4	42.4	38.4	36.7	37.0	37.5
Employees Cost	1,338	1,733	2,017	2,143	2,058	2,456	2,695	2,870	3,032
% of Sales	4.5	5.8	5.6	5.6	5.3	5.8	6.0	5.9	5.7
Other Expenses	9,670	11,003	15,160	12,974	11,805	13,626	14,596	15,567	16,701
% of Sales	32.8	36.7	42.4	34.1	30.2	32.4	32.5	32.0	31.4
EBITDA	6,093	6,216	6,972	8,299	8,686	9,833	11,138	12,210	13,509
Margin (%)	20.7	20.7	19.5	21.8	22.2	23.4	24.8	25.1	25.4
Depreciation	498	479	477	529	584	565	547	561	588
EBIT	5,595	5,738	6,495	7,770	8,103	9,268	10,591	11,649	12,921
Int. and Finance Charges	55	61	61	112	114	268	155	110	113
Other Income	533	441	394	243	406	523	479	580	633
PBT bef. EO Exp.	6,073	6,118	6,828	7,901	8,395	9,522	10,915	12,119	13,441
EO Items		-105	1,450	-101	571	-441	0	0	0
PBT after EO Exp.	6,073	6,013	8,277	7,800	8,966	9,082	10,915	12,119	13,441
Total Tax	1,882	1,642	1,759	2,042	2,184	2,674	2,751	3,054	3,387
Tax Rate (%)	31.0	27.3	21.3	26.2	24.4	29.4	25.2	25.2	25.2
Reported PAT	4,191	4,371	6,518	5,757	6,781	6,718	8,164	9,065	10,054
Adjusted PAT	4,191	4,476	5,068	5,858	6,210	7,159	8,164	9,065	10,054
Change (%)	9.5	6.8	13.2	15.6	6.0	15.3	14.0	11.0	10.9
Margin (%)	14.2	14.9	14.2	15.4	15.9	17.0	18.2	18.6	18.9
Standalone - Balance Sheet									(INR m)
Y/E June	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Equity Share Capital	325	325	325	325	325	325	325	325	325
Total Reserves	8,766	11,254	6,818	7,051	9,136	7,424	9,057	10,870	12,881
Net Worth	9,091	11,579	7,143	7,376	9,460	7,749	9,381	11,194	13,205
Deferred Tax Liabilities	-368	-296	-380	-519	-655	-749	-824	-906	-997
Total Loans	0	15	35	19	8	0	0	0	C
Capital Employed	8,723	11,298	6,797	6,876	8,813	7,000	8,558	10,289	12,209
Gross Block	4,000	4,495	4,719	5,012	5,582	5,838	6,036	6,236	6,436
Less: Accum. Deprn.	1,657	2,430	2,881	3,376	3,881	4,446	4,993	5,554	6,142
Net Fixed Assets	2,342	2,065	1,838	1,637	1,700	1,392	1,043	682	294
Goodwill on Consolidation	0	0	0	0	0	0	0	0	(

Y/E June	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Equity Share Capital	325	325	325	325	325	325	325	325	325
Total Reserves	8,766	11,254	6,818	7,051	9,136	7,424	9,057	10,870	12,881
Net Worth	9,091	11,579	7,143	7,376	9,460	7,749	9,381	11,194	13,205
Deferred Tax Liabilities	-368	-296	-380	-519	-655	-749	-824	-906	-997
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Net Fixed Assets	2,342	2,065	1,838	1,637	1,700	1,392	1,043	682	294
Goodwill on Consolidation	0	0	0	0	0	0	0	0	0
Capital WIP	146	222	376	439	228	278	278	200	200
Total Investments	0	0	0	0	0	0	0	0	0
Curr. Assets, Loans&Adv.	13,315	15,702	13,733	14,231	18,790	16,168	17,129	20,155	23,478
Inventory	2,034	2,051	2,493	2,340	2,198	2,256	2,707	2,932	3,206
Account Receivables	1,814	1,663	1,424	1,921	2,163	2,408	2,707	2,932	3,206
Cash and Bank Balance	5,405	9,025	6,602	6,393	9,780	5,882	7,065	9,642	12,417
Loans and Advances	4,063	2,963	3,214	3,578	4,649	5,622	4,649	4,649	4,649
Curr. Liability & Prov.	7,080	6,691	9,150	9,431	11,905	10,837	9,891	10,748	11,763
Account Payables	5,477	5,313	7,541	7,798	9,711	8,517	7,454	8,068	8,815
Other Current Liabilities	895	587	731	710	1,036	1,185	1,303	1,433	1,577
Provisions	709	790	878	923	1,158	1,136	1,133	1,247	1,371
Net Current Assets	6,235	9,011	4,583	4,801	6,885	5,331	7,238	9,407	11,715
Appl. of Funds	8,723	11,298	6,797	6,876	8,813	7,000	8,558	10,289	12,209
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E: MOFSL Estimates

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Financials and valuations

Ratios									
Y/E June	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Basic (INR)									
EPS	129.0	137.7	156.1	180.5	191.3	220.3	251.2	278.9	309.3
Cash EPS	144.5	152.7	170.8	196.8	209.3	237.9	268.4	296.5	327.8
BV/Share	280.1	356.7	220.0	227.2	291.4	238.7	289.0	344.9	406.8
DPS	101	105	315	160	185	255	201	223	248
Payout (%)	78.6	78.1	202.0	88.8	96.8	123.4	80.0	80.0	80.0
Valuation (x)									
P/E	107.7	100.8	89.0	77.0	72.6	63.1	55.3	49.8	44.9
Cash P/E	96.2	91.0	81.3	70.6	66.4	58.4	51.8	46.8	42.4
P/BV	49.6	38.9	63.1	61.1	47.7	58.2	48.1	40.3	34.1
EV/Sales	15.1	14.7	12.4	11.7	11.3	10.6	9.9	9.1	8.2
EV/EBITDA	73.1	71.1	63.7	53.6	50.8	45.3	39.8	36.1	32.5
Dividend Yield (%)	0.7	0.8	2.3	1.2	1.3	1.8	1.4	1.6	1.8
FCF per share	126.4	130.5	256.2	161.2	240.7	155.4	230.0	290.8	320.1
Return Ratios (%)									
RoE	48.9	43.3	54.1	80.7	73.8	83.2	95.3	88.1	82.4
RoCE	51.1	44.9	60.0	86.5	82.0	87.4	106.4	97.1	90.1
Working Capital Ratios									
Asset Turnover (x)	3.4	2.7	5.3	5.5	4.4	6.0	5.2	4.7	4.4
Inventory (Days)	20	25	23	23	21	22	22	22	22
Debtor (Days)	20	21	16	16	19	22	22	22	22
Creditor (Days)	59	66	66	74	82	60	60	60	60
Net WCC	-18	-20	-27	-34	-41	-16	-16	-16	-16
Growth (%)	-10	-20	-21	-34	-41	-10	-10	-10	-10
	20.0	1.0	19.1	6.3	3.0	7.5	6.8	0.2	9.3
Sales EBITDA	-3.0	2.0	12.2	19.0	4.7	7.5	13.3	8.3 9.6	
						13.2			10.6
PAT	9.5	6.8	13.2	15.6	6.0	15.3	14.0	11.0	10.9
Leverage Ratio (x)		2.2	4.5	4 -	4.0	4.5	4.7	4.0	2.0
Current Ratio	1.9	2.3	1.5	1.5	1.6	1.5	1.7	1.9	2.0
Interest Cover Ratio	102.1	94.5	106.3	69.4	71.2	34.6	68.3	105.9	114.0
Debt/Equity	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Standalone - Cash Flow Statement									(INR m)
Y/E June	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
PBT	6,073	5,939	8,699	7,901	8,395	9,392	10,915	12,119	13,441
Depreciation	498	479	477	529	584	565	547	561	588
Net interest expense	-317	-266	-250	-154	-237	-367	-324	-470	-520
Others	54	203	139	115	67	97	0	0	0
(Inc)/Dec in WC	172	-179	2,101	-166	1,745	-2,321	-723	407	467
Taxes	-2,350	-1,435	-2,534	-2,494	-2,295	-2,782	-2,751	-3,054	-3,387
CF from Operations	4,130	4,741	8,631	5,731	8,258	4,584	7,664	9,563	10,589
CF from Operating incl EO	4,130	4,741	8,631	5,731	8,258	4,584	7,664	9,563	10,589
(Inc)/Dec in FA	-28	-503	-315	-497	-444	461	-198	-123	-200
Free Cash Flow	4,102	4,237	8,317	5,234	7,814	5,045	7,466	9,441	10,389
Others	451	1,265	325	246	344	-325	479	580	633
CF from Investments	416	783	11	-251	-100	136	281	457	433
Dividend Paid	-3,131	-1,878	-11,037	-5,681	-4,707	-8,602	-6,531	-7,252	-8,043
Interest Paid	-7	-9	-10	-25	-51	-5	-155	-110	-113
Others	0	-16	-18	16	-12	-10	-75	-82	-91
CF from Fin. Activity	-3,137	-1,903	-11,064	-5,689	-4,770	-8,618	-6,761	-7,444	-8,247
Inc/Dec of Cash	1,409	3,621	-2,423	-210	3,387	-3,898	1,183	2,576	2,775
Opening Balance	3,996	5,405	9,025	6,603	6,393	9,780	5,882	7,066	9,642
Closing Balance	5,405	9,025	6,603	6,393	9,780	5,882	7,066	9,642	12,417
Civaine Dalatice	3,403	J.U23	0.003	0.333	3./OU	J.004	7.000	3.042	14.41/

Investment in securities market are subject to market risks. Read all the related documents carefully before investing

Explanation of Investment Rating			
Investment Rating	Expected return (over 12-month)		
BUY	>=15%		
SELL	<-10%		
NEUTRAL	< - 10 % to 15%		
UNDER REVIEW	Rating may undergo a change		
NOT RATED	We have forward looking estimates for the stock but we refrain from assigning recommendation		

*In case the recommendation given by the Research Analyst is inconsistent with the investment rating legend for a continuous period of 30 days, the Research Analyst shall be within following 30 days take appropriate measures to make the recommendation consistent with the investment rating legend.

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